

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

Claim 1. (Original) A system for managing coupon redemption under a reward program, comprising:

a token configured to store an electronic coupon and a redemption tally, the redemption tally representing the number of times the electronic coupon has been redeemed by a holder of the token for a corresponding reward under the reward program; and

a token acceptance device configured to store a redemption limit relating to the electronic coupon, the redemption limit representing the maximum number of times the electronic coupon is allowed to be redeemed for the corresponding reward under the reward program, the token acceptance device further configured to receive information relating to a transaction from the holder;

wherein the holder indicates to the token acceptance device that the electronic coupon is to be redeemed and applied to the transaction; and

wherein upon receiving indication of redemption of the electronic coupon, the token acceptance device compares the redemption limit to the redemption tally and determines whether the electronic coupon is allowed to be redeemed and applied to the transaction.

Claim 2. (Original) The system of claim 1 further comprising:

a reward host configured to allow a reward program sponsor to establish the redemption limit and communicate the redemption limit to the token acceptance device.

Claim 3. (Original) The system of claim 2 wherein the reward host is further configured to allow the reward program sponsor to change the redemption limit in response to one or more conditions.

Claim 4. (Original) The system of claim 2 wherein the redemption limit is established based on one or more criteria that are specific to the holder of the token.

Claim 5. (Original) The system of claim 1 wherein the token includes one of a smartcard card, a cellular phone, a personal digital assistant, a pager, a payment card, a security card, an access card, smart media and a transponder.

Claim 6. (Original) The system of claim 1 wherein the token acceptance device includes one of a point-of-sale device, a cellular phone, a personal digital assistant (PDA), a personal computer (PC), a tablet PC, a handheld specialized reader, a set-top box, an electronic cash register, a virtual cash register, a kiosk, a security system, and an access system.

Claim 7. (Original) The system of claim 1 wherein if it is determined that the electronic coupon is allowed to be redeemed, the token acceptance device updates the redemption tally of the token.

Claim 8. (Original) A system for managing coupon redemption under a reward program, comprising:

a reward host configured to store a redemption limit, the redemption limit representing the maximum number of times an electronic coupon is allowed to be redeemed for a reward under the reward program; and

a token acceptance device configured to receive the redemption limit from the reward host, the token acceptance device further configured to receive a token, the token having stored thereon a redemption tally, the redemption tally representing the number of times the electronic coupon has been redeemed by a holder of the token for the reward under the reward program, the token acceptance device also configured to receive information relating to a transaction from the holder;

wherein the holder indicates to the token acceptance device that the electronic coupon is to be redeemed and applied to the transaction; and

wherein upon receiving indication of redemption of the electronic coupon, the token acceptance device compares the redemption limit to the redemption tally and determines whether the electronic coupon is allowed to be redeemed and applied to the transaction.

Claim 9. (Original) The system of claim 8 wherein the reward host is further configured to allow a reward program sponsor to establish the redemption limit and communicate the redemption limit to the token acceptance device.

Claim 10. (Original) The system of claim 9 wherein the reward host is further configured to allow the reward program sponsor to change the redemption limit based on one or more conditions.

Claim 11. (Original) The system of claim 9 wherein the redemption limit is established based on one or more criteria that are specific to the holder of the token.

Claim 12. (Original) The system of claim 8 wherein the token includes one of a smartcard card, a cellular phone, a personal digital assistant, a pager, a payment card, a security card, an access card, smart media and a transponder.

Claim 13. (Original) The system of claim 8 wherein the token acceptance device includes one of a point-of-sale device, a cellular phone, a personal digital assistant (PDA), a personal computer (PC), a tablet (PC), a handheld specialized reader, a set-top box, an electronic cash register, a virtual cash register, a kiosk, a security system, and an access system.

Claim 14. (Original) The system of claim 8 wherein if it is determined that the electronic coupon is allowed to be redeemed, the token acceptance device updates the redemption tally of the token.

Claim 15. (Original) A method for managing coupon redemption under a reward program, comprising:

retrieving a token image from a token, the token image having an electronic coupon and a redemption tally relating to the electronic coupon, the redemption tally representing the number of times the electronic coupon has been redeemed for a corresponding reward under the reward program; and

comparing the redemption tally to a redemption limit, the redemption limit representing the maximum number of times the electronic coupon is allowed to be redeemed for the corresponding reward under the reward program.

Claim 16. (Original) The method of claim 15 further comprising:  
storing the redemption limit in a token acceptance device.

Claim 17. (Original) The method of claim 16 further comprising:  
allowing a reward program sponsor to establish the redemption limit; and  
communicating the redemption limit to the token acceptance device.

Claim 18. (Original) The method of claim 17 wherein the redemption limit is established based on one or more criteria that are specific to a holder of the token.

Claim 19. (Original) The method of claim 17 further comprising:  
allowing the reward program sponsor to change the redemption limit based on one or more conditions.

Claim 20. (Original) The method of claim 15 wherein comparing the redemption tally to the redemption limit further comprises:  
determining whether the electronic coupon is allowed to be redeemed.

Claim 21. (Original) The method of claim 20 further comprising:  
if it is determined that the electronic coupon is allowed to be redeemed, updating the redemption tally of the token.

Claim 22. (Original) The method of claim 15 wherein the token includes one of a smartcard card, a cellular phone, a personal digital assistant, a pager, a payment card, a security card, an access card, smart media and a transponder.

Claims 23.-43. (Canceled)